

DEKALB COUNTY 2020 CENSUS

2020 Census Budget - April 2020 thru July 2021	
	Amount
Outreach Team	
-- until October 2020	\$ 47,067
Bernita and Marcus	
-- until July 2021	\$ 241,156
Community Festivals	
-- 5 events - July (2), August (1), Sept. (1), Oct. (1)	\$ 35,000
Automatic Call/Virtual Phone Banking	\$ 47,576
It's Not Too Late Marketing campaign	
-- Facebook Ads	\$ 5,000
-- Push Cards	\$ 8,000
-- Door Hangers	\$ 2,200
-- Newspaper Ads	\$ 1,600
Marketing Campaign Sub-Total	\$ 16,800
Merchandise	\$ 11,000
Miscellaneous	\$ 3,500
Graphics	\$ 12,000
Census Live Facebook Events	
-- 6 events - May (1), June (1), July (1), August (1), Sept. (1), Oct. (1)	\$ 8,200
Radio	
-- 97.9	\$ 6,000
-- 102.9	\$ 5,000
-- 103.3	\$ 4,000
-- 104.1	\$ 4,000
-- 107.5	\$ 6,000
-- 107.9	\$ 5,000
-- 102.5	\$ 5,000
-- 1380	\$ 5,000
Radio Sub-Total	\$ 40,000
Total Amount needed April thru December 2020	\$ 462,299
Balance from April 9, 2020	\$ 80,683
Money needed until July 31 2021	\$ 381,616
2020 Census Budget - April thru July 2021	
Salaries	\$ 288,223
Operating Expenses	\$ 174,076
Total Amount needed April thru July 31, 2021	\$ 462,299
Money needed until July 31 2021	\$ 381,616